**International Marketing Agenda Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**The following items are slated to be completed before Christmas Break. You will have a quiz or test over Unit 4 prior to break (Wednesday 12/17/14 or Friday 12/19/14). You will most likely have a quiz over 4.2 & 4.3; however if you waste time this week you will have a test over 4.1 – 4.3.**

**Each of the following tasks are to be worked on this week in class. Your IBP takes precedence. A final draft of your paper for sections 1 – 4 is due Friday, December 19. In order to ensure that grade is at its highest level a rough draft of sections 4B & 4C needs to be submitted this week so I have time to grade & return. You will receive a grade for turning your rough draft in on time. If it turned in after Friday it is a 0/10.**

**International Business Plan**

*Use the handout you received on Friday for the guest speaker; as well as, the rubric to guide you through this section.*

* Final Draft of Part 4A is due by end of period on Edmodo \_\_\_\_\_\_ / 15 points (Formal Grade)
* Rough Draft of Part 4B & 4C is due Friday on Edmodo. \_\_\_\_\_ / 10 points (Informal Grade)

**4.2: Economic Environment (p. 84 – 87)**

* Paragraph on Economic Systems \_\_\_\_ / 15 points (Informal)
* Free Trade Agreement PowerPoint \_\_\_\_ / 15 points (Informal)

**4.3: Political & Legal Environment (p. 89 – 94)**

* Political cartoon activity \_\_\_\_ / 10 points (Informal)
	+ Draw a cartoon illustrating a democracy, republic, one-party state, & theocracy
* Statutory v. Case v. Contract Law activity \_\_\_\_ / 15 points (Informal)
	+ Read pages 92 – 94 on Statutory, Case, Contract, & Green laws
	+ Take notes on each type of legal system so that you can define and explain how each system operates
		- **Statutory law** deals with statutes or laws passed by elected officials. Statutory law and is known as written law
		- **Case law** occurs when a judge looks at precedence to determine what is right. Case law is also known as common law.
		- **Contract Law:** Legally enforceable promise(s) made by one party to another.
		- **Green Laws:** Laws imposed on businesses to minimize harmful effects of
			* Usually promote environmental causes (recycling, air pollution, etc…)
	+ Illustrate your understanding of **one** specific legal system by writing a letter from an inmate’s perspective who has been convicted of **a statutory or case law crime**
		- Your letter needs to addressed to a specific person
			* Friend, family member, tv reports, political representative, etc…
		- Your letter needs to fully explain the crime you were convicted of
			* What were the circumstances that led to your conviction
		- Explain the process for your trial conviction
		- Include the punishment you received
	+ Your letter can be funny, serious, or straight to the point.

**4.1: National Demographics (p. 78 -82)**

* **Create a population pyramid of your IBP country \_\_\_\_\_ / 20 pts**
	+ Population Pyramids show the number of males & females in different age groups in a population
	+ Visit <http://populationpyramid.net/> & click on your country to find your stats
	+ Create a population pyramid based off of the year 2015
	+ On the backside of your pyramid list three things the population pyramid tells you about the country you are in & the impact it will have on your company
		- Example: In the United States; the largest population groups consists of Males & Females between the ages of 50 – 59. This is helpful to my company because people in this age bracket tend to have higher disposable incomes and more sophisticated tastes. This allows to charge a little more for our products in order to keep quality high.
* **Breakdown of the Social Classes of your country \_\_\_\_\_ / 20 pts**
	+ **Lists the social classes your IBP country uses to distinguish citizens & how the criteria used to create them**
		- Social classes are established based on criteria such as income, net worth, education, family history, political power, or lifestyles.
			* In the United States we typically define our social classes according to income.
			* Examples of Social Classes in the United States:
				+ Lower Class
				+ Lower Middle Class
				+ Middle Class
				+ Upper Middle Class
				+ Upper Class
* Create an ad for your company based on **two** of the social classes of your country
* On the back of the advertisement complete the following:
	+ List the social class your are targeting & how the ad is aimed at that group.
* Key point:
	+ In most countries the price of the product will drive your advertisement
	+ At least one of your ad’s needs to be on your IBP product
* **CIA Factbook Comparison of Developing Countries \_\_\_\_ / 15 pts**
	+ Compare various aspects of society for a 1st, 2nd, & 3rd World Country
	+ Assignment is uploaded in Edmodo
	+ Use CIA Factbook to compare a Newly Industrialized Country, A developed country, & a developing country

**Your IBP takes precedence over all 4.0 Activities but for you go-getter’s….go get ‘em!**